1 C8920-2 5/12/82

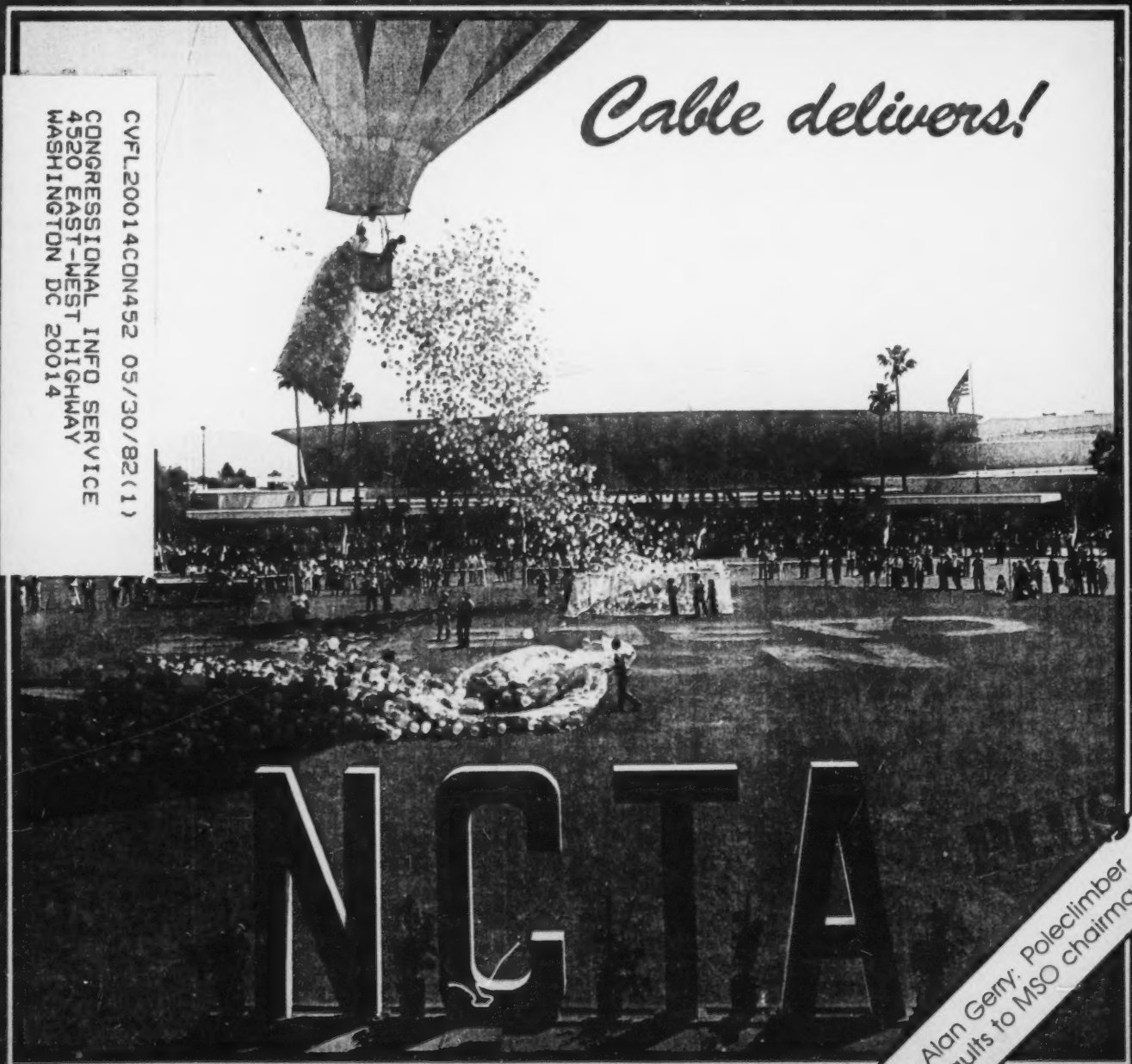
- NCTA convention produces surprises, the expected
- The Movie Channel plans to pay for subscribers
- ABC announces startling new programming thrusts
- Competition warnings sounded for cable industry

CableVision™

The news and features weekly of the cable television industry

May 17, 1982

CVFL20014CON452 05/30/82(1)
CONGRESSIONAL INFO SERVICE
4520 EAST-WEST HIGHWAY
WASHINGTON DC 20014



Alan Gerry: Poleclimber vaults to MSO chairman

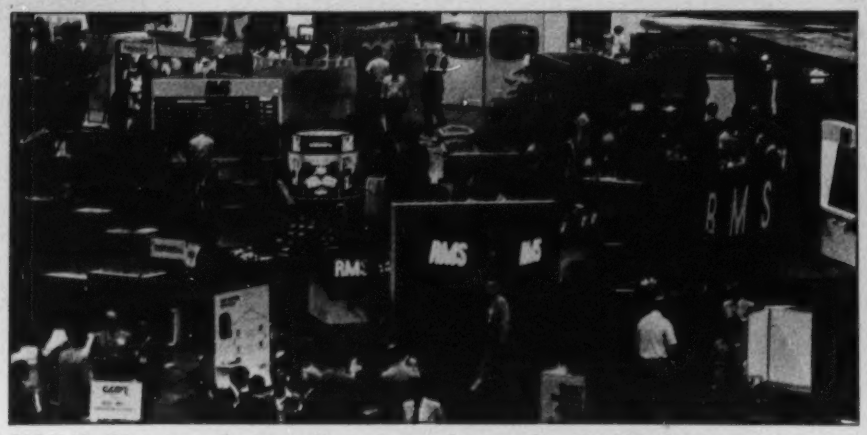
CableVision | Volume 7, Number 36, May 17, 1982

Between the lines/5
CableScope/9
Newswire/10
Leading the week/13
NCTA roundup/23
CableVision Plus/51
Business/90
Government & law/101
People/105
Events/109
Classifieds/110
Advertisers' Index/115
From Washington/116
Cable stats/119
Parting words/122

TITSCH COMMUNICATIONS, INC.: *President,* Robert Titsch; *Executive Vice President,* Paul FitzPatrick; *Vice President, New York bureau,* Barbara Ruger; *Vice President, Washington bureau,* Patrick Gushman; *Controller,* Michael Borer; *Corporate Counsel,* Gary Witt; **EDITORIAL OFFICES: New York:** *Publisher,* Barbara Ruger; *Senior Editor—Editor,* CableVision Plus, Jeri Baker; *Associate Editors,* Jean Bergantini Grillo, Gary Rothbart, David Stoller; *Assistant Editors,* Simon Applebaum, Karen Bloom; **Denver:** *Editorial Director,* Michael McCready; *Managing Editor,* Jim Craig; *Associate Managing Editor,* Wayne H. Lasley; *Managing Editor,* CableVision Plus, Margaret Helminiak; *Associate Editor,* Victoria Gits; *Assistant Editor,* David Murdock; **Washington, D.C.:** *Associate Editors,* Peter Evanow, Craig Leddy; *Cable Statistical Editors,* Kate Hampford, Mira Dabrowski; **Los Angeles:** *Bureau Chief,* Patricia Goldstone; **PRODUCTION:** *Production Director,* Vickie Champion; *Assistant Production Manager,* Vicki Wegman; *Art Director,* Brad Hamilton; *Asst. Art Director,* Cynthia B. Carey; *Design Director,* Robert D. Tonsing; *Artists,* Earl V. DeWald, Elizabeth Katzelnick, Becky Johnson, Shari Wajda; *Typesetters,* Nancy Beggins, Fred Karstens, Ginger O'Leary, Joyce Smith; *Proofreader,* Judith Schwall; *Photo Editor,* Rob Stuehrk; *Photo Technician,* Bill Ellis; **ADVERTISING, Denver:** *Vice President Sales,* Paul R. Levine; *Director of Sales,* Robert Ancell; *Account Executives,* Lawrence P. Dameron III, Kim Korb; Cathy Lynn Wilson; *Classified Manager,* Suzanne Sparrow; *Customer Service,* Marcia Larson; *Traffic,* Barbara Coit, Pam Macy; **New York:** *Regional Sales Manager,* Sherwood S. Sumner; *Account Executive,* Cathy Rasenberger. **OFFICES: Denver** 2500 Curtis Street, Denver, Colorado 80205 - or- P.O. Box 5727-TA, Denver, Colorado 80217, (303) 573-1433 **Washington Bureau** 3800 N. Fairfax Dr., Arlington, Virginia 22203, (703) 522-3888 **New York Bureau** 488 Madison Avenue, New York, New York 10022, (212) 308-0415 **West Coast Bureau** 101 North Robertson Boulevard, Suite 206, Beverly Hills, California 90211, (213) 659-3965

© Titsch Communications, Inc., 1982. All rights reserved. *CableVision* (USPS 100-430) (ISSN 0361-8374) is published weekly except the week of January 3, 1983, by Titsch Communications, Inc., 2500 Curtis Street, Denver, Colorado 80205 -or- P.O. Box 5727-TA, Denver, CO 80217. May 17, 1982. Volume 7, Number 36. Subscription price: 1 year, $54.00; 2 years, $97.00; 3 years, $130.00. Canada, Mexico and other foreign subscribers add $30.00 per year. Second-class postage paid at Denver, Colorado. POSTMASTER: Please send form 3579 to *CableVision*, P.O. Box 5727-TA, Denver, CO 80217.

Member of the Audit Bureau of Circulations.



NCTA's 31st annual convention attracted more than 16,000 showgoers to Las Vegas.

Cable '82

There was a great deal more than hot air floating around the Las Vegas Convention Center as a record number of attendees viewed 140,000 square feet of displays and participated in more than 50 seminars. **Leading the week, pages 13-18.**

ABC at full gallop

ABC stuns some industry observers with plans to form alliance with Cox Cable and to involve affiliates in pay TV. **Leading the week, pages 13-18.**

Bounty for the mutinous

The Movie Channel has unveiled plans to pay affiliates for new subscribers while providing protection against rate hikes. **Leading the week, pages 13-18.**

Scripps long on voters

It was the second time around but voters in Longmont, Colo., finally decided Longmont Communications Corp., an affiliate of the Scripps-Howard Broadcasting Co., will do the cabling of the 16,000-home city. **Leading the week, pages 13-18.**

Fielding competition

The closing message from the NCTA convention dealt with increasing competition and a warning not to take the new entries lightly. **Page 23.**

Sound warnings

Al Gilliland and Tom Wheeler set the tone of the NCTA annual convention with a strong warning about Ma Bell's intentions on entering the industry. **Page 23.**

Counterattack

Rep. Tim Wirth urges the cable industry to support H.R. 5158 and at the same time blasts AT&T's effort to kill the measure. **Page 34.**

The award winners

Ralph Baruch, Kay Koplovitz and Carolyn Chambers led the list of industry executives honored for their work during the past year. **Page 35.**

'Cable Street' leaders

John Malone, Ralph Roberts, Gene Schneider and Glenn Jones have been ranked as the top of cable's fiscal performers. **Page 90.**

Legal entanglement

Sen. Barry Goldwater addressed the NCTA convention via C-SPAN and presented his case for a national policy for the industry. **Page 101.**

This week in *CableVision Plus*

It's a classic story: Alan Gerry, former poleclimber, now is chairman and CEO of Cablevision Industries. The 91,000-subscriber MSO, operating in four states, is one of the last of a special breed—an independent, privately held, pure cable business. Another version of success is told in the story of Ed Covington and Ted Anderson, partners in Automation Techniques. The pair created and marketed the G(reat) L(ittle) R(eceiver)-500, a plain-Jane unit that is the staple in a now-expanded product line. A look at subscription trends in areas of the country hard-hit by the recession completes this week's Business/Finance theme. Pages 51-74.

BEST COPY AVAILABLE

Sotheby spokesman stressed, however, that this project is "several years down the road," and is one of a number of cable projects the organization is studying.

WASEC happy with figures

LAS VEGAS—WASEC's research department, headed by Marshall Cohen, is very happy with the latest results of a special Nielsen study on Music Television (MTV) which Warner Amex Satellite Entertainment commissioned. Cohen, a long-time advocate of more specific demographics measuring not just ratings but viewer background, program enjoyment and other social data, worked with Nielsen on a telephone interview survey done in three markets: Palisades Park, N.J. (Vision Cable), Grand Rapids, Mich. (G.E. Cablevision), and San Jose, Calif. (Gill Cable). After over 1,000 interviews with MTV subscribers, the Nielsen Home Video Index offers no surprises: MTV viewers are young, upscale, include both males and females and are very happy with the programming (75 percent rated MTV good to excellent). The good word about Music Television isn't the only reason WASEC is anxious to spread the news. Cohen insists, "Our point is that we have to go beyond just counting heads. We have to get into studies which get into the quality of the audience and their reactions to the programming." The study will be released this week.

Top advertisers buying cable

NEW YORK—Cable is definitely catching on with the leading national television advertisers. Of the 100 top television advertisers in 1981 (as released by the Television Advertising Bureau), 83 are participating as sponsors or time buyers in cable. The top 10 national TV advertisers are all major cable boosters, including General Foods, General Motors, Bristol-Myers and Philip Morris. Still missing on cable's list, however, are McDonald's (an SIN advertiser), Clorox, Nesfood, Inc., and Heublein Inc. (owners of Kentucky Fried Chicken).

Converter testing scheduled

LAS VEGAS—CableData's addressable converters will be field tested in Heritage's Des Moines, Iowa, system in August and United's Tulsa, Okla., system in September. The two MSOs, longtime CableData software customers, will pay only a fraction of the unit's customary $150-200 cost. "It's a test. If it works, we'll consider it a sale and look at the payment as a deposit," said a CableData spokesman. CableData hopes for other early takers, though full production awaits bulk delivery of customized chips designed by Texas Instruments.

Corrections, clarifications

CableVision incorrectly reported that *TV Guide* reporter Sally Bedell will cover cable fulltime for the *New York Times*. In fact, her beat will cover all aspects of television. She starts May 14.

In the "Top 50 financial overview" chart appearing on pages 230-234 of the May 10 *CableVision*, the explanatory footnotes were inadvertently omitted. The complete chart will be rerun in the May 24 issue.

The "Cable stats" section of the April 26 issue of *CableVision* showed Cinemax's subscriber count at 6,000,000; it should have been 1,000,000.

On the record

Matrix Enterprises, Franklin, Tenn., acquired Suburban Cablevision, a small MSO in the Toledo, Ohio, area. Matrix will add the 14,000 homes under franchise to its north central regional operation, which includes 22,500 homes under franchise in Cleveland suburbs and 10,000 households under franchise in Chicago suburbs.

■ It's official—Colony/Harbor Cablevision, a subsidiary of Colony Communications, was awarded the franchise to serve the Harbor City, Wilmington and San Pedro sections of Los Angeles. Colony/Harbor, owned by Colony and several local investors, got the nod for the 27,000-home franchise area from all the recommending committees. It is Colony's first venture in Southern California. ATC and South Central CATV also applied.

■ The TCI-Taft joint venture has completed the acquisition of cable systems serving six towns in Michigan and a Michigan-based microwave company from the Plains Cable Television Group. The cable systems serve 30,000 basic and 10,000 pay subs. The microwave company serves 39 cable systems in Michigan and Wisconsin as well as broadcast network stations and radio stations in Michigan. The joint venture plans to use the microwave system to deliver cable programming on a regional basis, officials said.

■ Eastman CableRep has been signed as the exclusive national sales representative for Colony Communications. The MSO serves some 150,000 subscribers in more than 50 franchise areas in Florida, Massachusetts, New York, Pennsylvania, Rhode Island, Vermont and California.

■ Three more MSOs have been added to the Cable Coupon Network's *Cablecash* program. Jones Intercable Inc., Newschannels Corporation and Century Communications Corporation have entered into agreement to provide the program to subscribers in selected systems beginning this month. These operators join Cox Cable, Storer, Group W Cable, Viacom, TCI and United, which are among the larger MSOs now participating in the program.

■ ESPN launched an Affiliate Informational Network this month to provide its more than 3,600 affiliates with up-to-date schedule information and changes. The network will transmit data twice daily, operating on one of ESPN's existing audio subcarriers and transmitting along with ESPN's video and audio signals on Satcom III-R, transponder 7.

■ ESPN and Metrosports, a sports syndication network, have signed an exclusive agreement for major college football and basketball events. The deal will give ESPN the cable rights to 80 Big Ten conference basketball games, Notre Dame football and basketball, the Liberty Bowl, the Aloha Bowl, and UCLA basketball, among other events.

■ Nickelodeon has been honored with a special award by the National Education Association for the advancement of learning through broadcating. Eleven television productions and one radio series received the awards, the first given by the teacher's organization since 1967.

■ A new music series, *Just Country*, premieres this month on Satellite Program Network. Other series coming to SPN over the next few weeks are *Balanced Living* and *The Gourmet*.

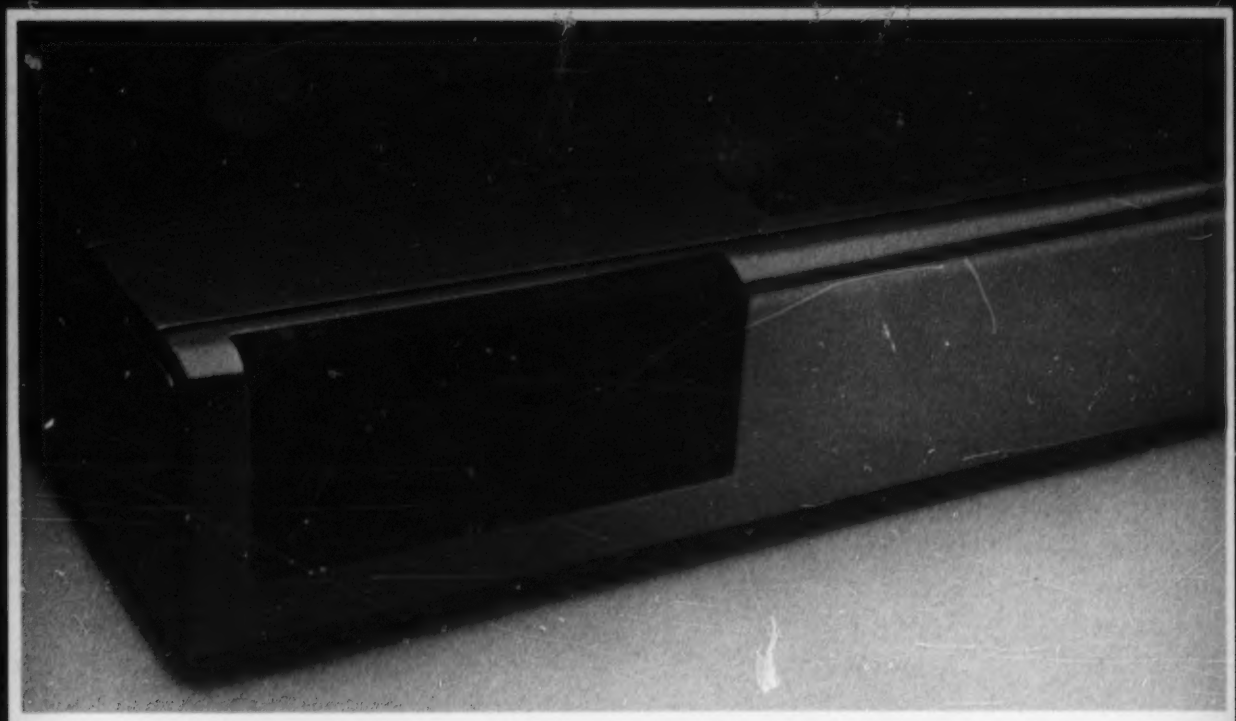
This week:
Business & Finance

- Alan Gerry: poleclimber vaults to chairman, p. 4
- Snapshots from the recession, p. 14
- Inventiveness spells success for Tulsa partners, p. 20

CableVision

A weekly feature supplement

Vol. 1 No. 18



Scientific-Atlanta introduces the computer that thinks it's a set-top terminal

May 17, 1982

Cable candids

Snapshots of markets hit hardest by the recession show basic steady, multipay fuzzy.

By Gary Rothbart

Cable operators who know where their bread is buttered are selling the steak, not the sizzle, in markets where unemployment is high.

CableVision Plus recently sampled areas where discretionary spending is a memory, where a healthy job market had the pins knocked out from under it with the collapse of one or two local industries.

What we found is what operators and MSO executives have been murmuring about for months. Basic subscriptions hold—unless jobseekers flee to more promising regions. But multipay is showing the effects of its unfortunately timed birth in certain regions.

"We know there is a recession, but as a company, we have decided not to participate," said John Frazee Jr., group vice president of Centel Video Services. Centel's system in Lima, Ohio is one that hasn't lost subs despite an unemployment rate among the nation's highest. (See chart.)

The economy may be bad for most of America's consumer market, but some cable operators feel the recession may even be helping attract cable subscribers. "Perhaps we would grow even faster if the economy was better and people had more money to spend. But it certainly hasn't hurt us," said Patrick Deville, customer services manager at Buckeye Cablevision, which manages several systems in depressed heavy manufacturing cities in Ohio, such as Toledo and Sandusky.

Operators in such markets have shifted to promotion featuring cable as a good entertainment buy compared to the escalating costs of alternatives—the traditional marketers' refuge.

If you can't afford a new car or a vacation for the entire family, a $20-a-month expenditure for entertainment at home through cable television makes a lot of sense.

One system manager said cable subscribers in depressed areas keep growing because the dollar has been so devalued. "When you think about how little 20 bucks can buy you today, 20 bucks for a month of cable doesn't seem so bad," shrugged one general manager.

In Roseville, Mich., a suburb of Detroit, Continental Cablevision is keeping its basic and pay sub totals up, but only with an aggressive marketing program. "We are really scraping to maintain subscriber levels," said Scott Westerman, Continental's systems manager in Roseville.

'We know there is a recession, but as a company, we have decided not to participate.'

John Frazee Jr., group vp, Centel Video Services

"We are milking this recession as much as we can. When we get a potential subscriber who says 'Gee, things are tough—I don't think I can afford it right now,' we tell him that is the best reason why he should get it. We tell him it isn't unusual to drop $60 in one night on the town in Detroit. You can get three months of cable for the same amount of money," Westerman said.

Although subscriber levels are holding steady, Westerman worries about the growing number of requests for downgrades. Continental has 9,000 subs in Roseville, more than 90 percent of whom subscribe to HBO. More than two-thirds also take Cinemax. But less than half that number have subscribed to Showtime, the recently added third pay service, Westerman said.

Westerman said the overall economy could be a factor. But he added that disconnect rates are higher and new subscriber rates lower than usual in the spring, when the weather begins to improve and people look outdoors for leisure activities.

Continental marketing vice president Tom Willett is far less nonchalant. "We have made a terrible decision on multi-pay. We may wind up with fewer pay units the more channels we add than we would in a more conservative market."

His evidence, he says, is that duals can hold despite the economy.

'If they've had cable, they'll keep it. They rely on it. They get hooked on it.'

Paul Schonewolf, marketing director, General Electric Cablevision

Triples are skidding, down 30 to 35 percent in some markets and no bottom in sight.

In Comcast's Flint system, there has been subscriber growth, though slight. Comcast officials have taken this as an encouraging sign. The company committed to rebuilding the system in the next few years in hopes its franchise will be renewed when it expires in 1989. Last month, it conducted an extensive market study to decide which services to add. Results suggest that Flint customers want, in order of preference, a news service first, more movies second, local origination third, then children's programming and cultural programming last.

"Just about everything and everybody here is related to the auto industry. It is a proud, blue collar area where people want blood and guts and sex and sports," explained Mike Singspiel, general manager of the Flint system.

It is in multipay subscriptions that Flint's economic reliance on the depressed auto industry is clearest. With the unemployment rate climbing close to 23 percent, Comcast's basic subs are hovering around 60,000. But pay units have fallen from 36,000 to 32,000 in the past year. "Even though they aren't working, they are still watching TV," Singspiel said hopefully.

Comcast's market study also found that subscribers are willing to include cable television in their buy list of non-essential items because "people are willing to pay for the things they can control or make a choice about," he said.

"The individual feels he has already made a sizable investment in a television set. The attraction to cable comes when the individual compares the price of cable to entertainment alternatives. Competition has drastically driven up the price of sporting events, tickets to movie theaters and just about everything else," Singspiel said.

Anderson, Ind. is another heavy industrial town hit hard by the recession. As in Flint, the unemployment rate is high—about 22 percent. Paul Schonewolf, marketing director for General Electric Cablevision, which operates a single-pay system in Anderson, said subscriber totals were nevertheless inching higher. "We've gained a little in both pay and basic subscribers since the first of the year," he said. Basic subs now total about 16,500, while pay subscribers are at about 8,750. Disconnects

Roseville, Mich.
Continental Cablevision

Population: 45,000
Unemployment rate: 21%

Subscriber growth:	May 1980	May 1981	May 1982
basic subs:	NA	8,750	8,950
pay units	NA	15,009 (HBO, Cinemax)	16,848 (HBO, Cinemax, Showtime)
disconnect rate:	NA	1.8%	1.6%

Toledo, Ohio
Buckeye Cablevision

Population: 168,000
Unemployment rate: 13%

Subscriber growth:	May 1980	May 1981	May 1982
basic subs:	61,542	65,742	70,469
pay units:	20,407	26,376 (TMC, Showtime)	29,743 (TMC, Showtime)
disconnect rate:	NA	NA	NA

Flint, Mich.
Comcast

Population: 310,000
Unemployment rate: 22%

Subscriber growth:	May 1980	May 1981	May 1982
basic subs:	53,000	58,000	60,000
pay units:	NA	36,000 (HBO, Cinemax, Escapade)	32,000 (same)
disconnect rate:	NA	750/month	1,500/month

Anderson, Ind.
General Electric Cablevision

Population: 68,000
Unemployment rate: 22%

Subscriber growth:	May 1980	May 1981	May 1982
basic subs:	12,800	15,000	16,500
pay units:	6,700 (HBO)	7,750 (HBO)	8,750 (HBO)
disconnect rate:	200/month	470/month	250/month

Lima, Ohio
Centel

Population: 47,000
Unemployment rate: 22%

Subscriber growth:	May 1980	May 1981	May 1982
basic subs:	20,183	20,662	21,058
pay units	4,300 (Showtime only)	6,401 (Showtime, TMCO, HBO, Cinemax)	12,700 (same)

Information for Teleprompter system in Eugene, Ore., not available.

soared in 1981, and slowed to just over 1980 levels this year.

"We see that when things are tough financially, people tend to stay home for entertainment. One thing always seems to prevail. If they've had cable, they'll keep it. They rely on it. They get hooked on it. An emotional attachment develops," Schonewolf said.

In Lima, Ohio, where the unemployment rate hovers at 20 percent, Centel is still sanguine about the cable market. When John Frazee declined to participate in the recession, he may have had Lima, Ohio, in mind.

"People in Lima are finding that cable is the least expensive form of entertainment," said Thomas Knippen, vice president for the Lima system. "They use it to pass the time of day."

Still, the recession has had a measurable effect on Centel's Lima system. "First, our good sub who pays his bills on time has stayed with us. The recession has served to weed out the inconsistent," Knippen said. Subscribers to basic service are holding at about 21,000. Pay units amassed by four services total only 12,000. Knippen said the Lima system has 400 fewer subs than Centel projected in its five-year plan.

In contrast, subscriber levels in Buckeye Cablevision's Toledo, Ohio, system are exceeding expectations, said Patrick Deville, customer services manager there.

"In March 1981, we had 65,742 basic subs. A year later, we had 70,469 basics. The Movie Channel has grown from 6,210 subs to 8,228 subs. Showtime has increased from 20,166 to 21,515 during the same period," he said.

Paper mills are to the Pacific Northwest as the auto industry is to Michigan. Mills have cut back production, laying off hundreds of workers. Eugene, Ore., where Group W Cable has a system, was featured in a recent *Newsweek* article about the impact of the economy. Homes are being abandoned. But cable is holding its own, as Group W corporate executives point out with relief and surprise. Totals for subscribers to basic, HBO, Showtime, CNN, Nickelodeon and Daytime/ARTS are all inching up, despite a shrinking population.

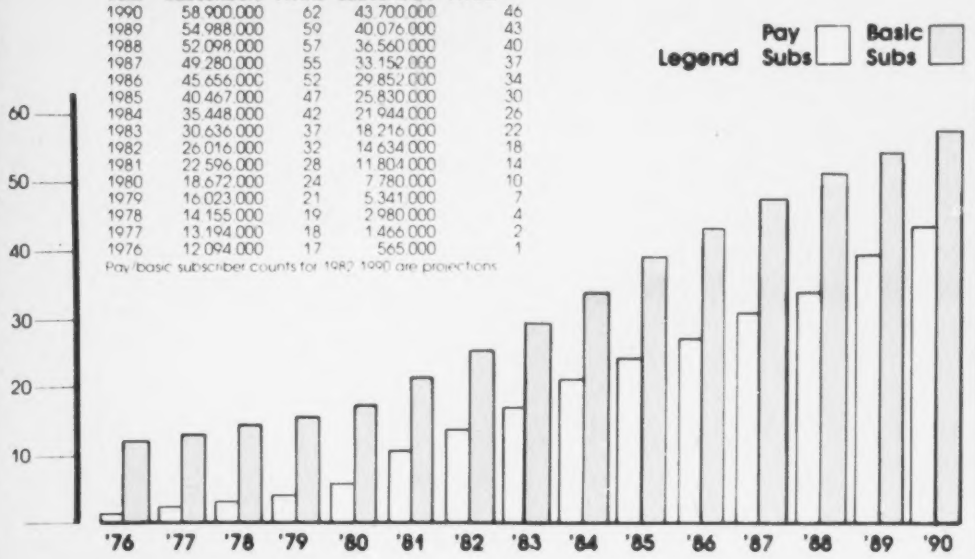
"The economy is making it difficult, but not impossible," Burt Staniar, senior vice president, marketing and programming, said, in what is perhaps the valiant rallying cry of marketers long familiar with cable's fortitude.

Cable stats

Pay/basic cable growth

Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58,900,000	62	43,700,000	46
1989	54,988,000	59	40,076,000	43
1988	52,098,000	57	36,560,000	40
1987	49,280,000	55	33,152,000	37
1986	45,656,000	52	29,852,000	34
1985	40,467,000	47	25,830,000	30
1984	35,448,000	42	21,944,000	26
1983	30,636,000	37	18,216,000	22
1982	26,016,000	32	14,634,000	18
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay/basic subscriber counts for 1982-1990 are projections.



Cable barometer

Television households (TVHH) ... 80,700,000

Homes passed by cable (HP) 42,000,976

Percent of TVHH passed by cable 52.05%

Basic cable subscribers 22,821,167

Percent of TVHH with basic cable . 28.28%

Percent of HP with basic cable . 54.34%

Pay cable subscribers 12,051,461

Percent of TVHH with pay cable .. 14.93%

Percent of HP with pay cable .. 28.69%

Percent of basic subs with pay cable 52.81%

Satellite line up

Satcom IIIR (RCA Americom)

	Transponder
Warner Amex (Nickelodeon/ARTS)	1
PTL Television Network	2
United Video (WGN, WFMT, Lifestyle, Dow Jones, JISAL)	3
Times Mirror for Spotlight	4
Warner Amex (The Movie Channel)	5
Southern Satellite Systems (WTBS, Cabletext, North American Newstime)	6
ESPN	7
Christian Broadcasting Network	8
USA Network, C-SPAN, BET	9
Showtime (west)	10
Warner Amex (MTV: Music Television)	11
Showtime (east)	12
HBO (west)	13
Cable News Network	14
Warner Amex owned (for CNN2)	15
Showtime, ACSN, National Jewish Television, HTN Plus	16
Showtime, (used by Eastern Microwave for WOR until Cable Health Network debut, 6/82)	17
Reuters, GalaVision (at night)	18
C-SPAN	19
HBO (Cinemax-east)	20
Landmark (Home Theater Network early evening)	21
HBO/Modern Satellite Network, leased for Daytime	22
HBO (Cinemax-west)	23
HBO (east)	24

Satcom IV (RCA Americom)

	Transponder
ESPN (Bravo)	6
National Christian Network (Escapade)	7
RCTV/The Entertainment Channel	8
Warner Amex	11
Showtime (subleased to Compact Video)	15
Trinity	17
HBO	18
American Network	19

Satcom V—Projected launch mid-1982
Satcom IR—Projected launch September 1983
Satcom IIR—Projected launch September 1983

Westar IV (Western Union)

	Transponder
CBS Cable	3D
SIN	3X
Wold Communications	5D
Wold Communications (Financial News Network, SelecTV)	5X
Wold Communications—pay service TBA	9X
Wold Communications (Eternal Word Television Network, EROS)	10D
SPN	11X
GalaVision	12X

Also, ABC TV, Bonneville, PBS, Hughes Television Network, American Satellite, Intelsat, and Equatorial will have transponders on Westar IV.

Westar V—Projected launch July 1982. Transponder holders: CBS Cable, Westinghouse (Satellite News Channels I and II, The Disney Channel, Nashville Network and Eastern Microwave.

Galaxy I (Hughes Communications)—Projected launch May 1983, 24 transponders, 4/6 GHz Transponders reserved: Time Inc. (6), Westinghouse (4), Turner Broadcasting (2), Times Mirror (2) Viacom (2)
Galaxy II—Projected launch September 1983, 24 transponders, 4/6 GHz
Galaxy III—Launch date pending demonstration of market demand, 24 transponders, 4/6 GHz

Spacenet I (Southern Pacific Communications)—Projected launch February 1984, 18 transponders-4/6 GHz, 6 transponders-12/14 GHz. Transponders reserved: SSS (3) Pop Network (3) SIN (2), Landmark Communications (2), Bonneville International (3), Southern Baptist Convention (2), United Video (1), Midwest Radio & TV (1), Double-B Enterprises (1), Rainbow Communications (1)
Spacenet II—Projected launch October 1984, 18 transponders-4/6 GHz, 6 transponders-12/14 GHz
Spacenet III—presently being built

Franchising calendar

This chart examines the franchise status of communities during the first part of 1982. "Pending" refers to communities which are in the franchising process but have yet to make an award.

California
Alameda—award to United Cable Television Corp. 4/82; 27,802 homes.
Bellflower—pending.
Bayle Heights—award to Buena Vista Telecommunications 1/82; 23,000 homes.
Dinuba, Keedly, Sanger, Selma, Kingsburg—award to Teleprompter 1/82.
East San Fernando Valley—Valley Cable TV (Cable America) ranked 1st by CTIC.
East Yolo—pending.
El Monte—pending.
Garden Grove—award to Rogers Cablesystems 2/82; 40,000 homes.
Gardena—award to Teleprompter 2/82; 17,000 homes.
Grand Terrace—pending.
Hacienda Heights—pending; award expected 5/82; 36,000 homes.
Hawaiian Gardens—award to CATV West 1/82.
Hawthorne-pending.
Harbor City, Wilmington, San Pedro—Colony Harbor Cablevision recommended for negotiations 4/82; 30,000 homes.
Lomita—pending; award expected 8/82; 8,136 homes.
Los Alamitos—pending.
Sacramento—four applications were received 3/15/82; final selection expected 9/82.
San Fernando—pending.
San Mateo County (Ladera Heights, Baldwin Hills, Lennox)—award to Jack Barry Cable TV 9/81; 12,000 homes.
Santa Ana—award to Teleprompter 12/81; 65,600 homes.
Santa Fe Springs—award to Cablesystems Pacific 10/81.
Seal Beach—award to Teleprompter 10/81; 13,900 homes.
South Central Los Angeles—city decides between two bidding companies 4/31/82.
South Los Angeles—pending.
South Whittier—pending; award expected 8/82; 1,700 homes.
Torrance—award to Teleprompter 2/82; 52,000 homes.
Tulare—award to Scripps-Howard (80%) and Mickelson Media (20%).

Colorado
Arapahoe County—award to United Cable 3/31/82.
Cherry Hills—award to United Cable 2/82; 1,600 homes.
Denver—city council debate over Mile Hi franchise award in process.
Edgewater—pending.
Greenwood Village—public referendum 5/82; 2,000 homes.
Longmont—second vote on award 5/4/82.
Northglenn—pending.
Thornton—award to American Television and Communications 1/82; 15,000 homes.
Wheatridge—pending; decision referendum 6/22/82; 12,718 homes.

Florida
Pinellas County—pending; decision expected 5/82; 100,000 homes.
Plantation—award to Planned Cable Systems 1/82.
Tampa—RFP issued 4/13/82; proposals from six companies due 6/28/82.
Walden Lake—pending.

Illinois
Bensenville—pending.
Brookfield—pending.
Chicago—ordinance adopted; RFP serves four areas, final decision 5/82.
DuPage County—cable ordinance adopted 1/82; 44,000 homes allowed for.
Flossmoor—award to Centel Cable 2/82; 2,800 homes.
Glen Ellen—award to Teleprompter 3/82.
Inverness—award to Centel 2/82; 1,100 homes.
LaGrange, Countryside, LaGrange Park, Indian Head Park, Riverside—pending.
Lincolnwood—pending.
Naperville—need has been assessed.
Westmont—beginning process.

Indiana
Boone County (unincorporated areas)—pending.
Cedar Lake—award to US Cable 3/82.
Munster—award expected 4/82; 6,948 homes.
Spring Lake—award to Quality CATV 3/8/82.
Thorntown—FCC approved this 1980 franchise award to Thorntown Telco 2/82; it was then voided by community.
Westfield—award to Noblesville Cablevision 1/82.
Zionsville—award to Omega of Zionsville 4/5/82; 4,000 homes.

Iowa
Denver—award to Heritage Communications 1/82.
Waverly—award to Heritage Communications 1/82.

Kentucky
Hardin—award to US Cable 3/82.
Pioneer Village—award to Bullitt County Communications (Matrix) 1/82; 280 homes.

Maryland
Baltimore—preparation of RFP underway.
Montgomery County—eight bids received 2/3/82; award expected 8/82.

Massachusetts
Abington—pending.
Acton—pending.
Ayer—pending.
Bedford—pending.
Bellingham, Mendon—award to Southern Massachusetts Cablevision (Alda Group) 1/82; 5,500 homes.
Bourne—pending.
Braintree—pending.
Bridgewater—four applications received 4/5/82.
Danvers—pending.
Dedham—pending; decision expected 5/82.
Foxboro—award to Cablevision Systems 1/82.
Holbrook—pending.
Hollision—pending.
Hull—applications for license due 4/5/82.
Medway—applications due 4/13/82.
Merrimac—pending.
Milton—award to American Cablesystems 1/82; 8,500 homes.
Needham—pending.
Norton—award to Rollins Cablevision 1/82; 3,600 homes.
Norwell—pending.
Rockland—pending.
Salisbury—award to New England Cablevision 1/82.
Scituate—applications received from 7 companies; decision expected 5/82.
Shrewsbury—pending.
Waltham—pending.
Wellesley—applications due 5/20/82.
West Newbury—applications due 6/1/82.
Westborough—applications due 6/15/82.
Westford—award to Nashoba Cable Communications Inc. 1/82.
Westwood—award to Adams Russell 1/82.
Whitman—five applications received; 3,500 homes.

Michigan
Detroit—preparation of RFP underway.
Farmington, Farmington Hills—award to MetroVision 1/82; 36,000 homes.
Marquette—Cox Cable franchise expires 6/82; city seeking new proposals for refranchising; 6,000 homes.
Oakland County—award to Tribune Company/United Cable 3/25/82; 104,000 homes.
Southern Oakland County (Birmingham, Beverly Hills, Bingham Farms, Franklin)—award to Booth Communications and Heritage Communications 1/82; 15,000 homes.
Sterling Heights—award to Comcast Cablevision 2/82; 35,000 homes.

Minnesota
Anoka, Champlin, Ramsey, Andover—award to Teleprompter 1/82; 14,000 homes.
Arden Hills (Northern Suburban Cable Consortium)—awarded to Teleprompter 4/82.
Burnsville—need has been assessed.
Chaska—award to United-Zylstra 2/82.
Hastings—pending.
Kasson—pending.
Little Canada—pending.
Minneapolis—council approved Storer/Rogers interconnection 4/22/82.
Northfield City and Township, Dundas, Bridgewater Township, Rice County, Waterford Township, Dakota County—proposals due 5/5/82.
Olivia—pending.
Owatonna—proposals due 4/15/82.
Roseville—award to Teleprompter Corp. 4/2/82; 42,000 homes.
St. Paul—vote on municipal ownership defeated; new RFP expected; 110,000 homes.
Shakopee—award expected 5/82.
Wayzata—proposals due 4/5/82.

Missouri
Claycomb—pending.
Glenaire—pending.
Herculaneum—pending; 750 homes.
Jefferson City—award to TCI 4/20/82; 13,000 homes.
Jefferson County (unincorporated areas)—award to US Cable of Waukegan 2/82.
Maplewood—award to Continental Cablevision 1/82.
Pleasant Valley—pending.
Riverside—pending.
St. Louis—Cable ordinance approved; preparation of RFP underway.

New Hampshire
Hampstead—pending.
Plaistow—applications due 4/26/82.

New Jersey
Jersey City—1980 award vetoed; proposals now being accepted.
Patterson—awarded in 1981 to Passaic County Cablevision; municipal ownership now being considered.
Upper Deerfield—pending.

New York
Aurora, Aurelius, Cayuga County, Ledyard, Springport, Union Springs—pending.
Freedon—award to Tri-County US Cable TV of Salamanca 2/82.
Harrison—pending.
New York City boroughs—award expected soon.
Odgen, Spencerport—award to Teleprompter 3/82; 4,500 homes.
Springport—pending.
Union Springs—pending.
Westfield—pending.

North Carolina
Davie County—pending.
Mecklenburg County—award to Vision Cable 1/82.

Ohio
Brooklyn—municipal ownership decision pending.
Cleveland—pending.
Jackson Township—award to Warner Amex Cable 1/82; 10,000 homes.
Maple Heights—award to Viacom Cablevision 1/82.
Middleburg Heights—pending.
Newtown—applications due 4/27/82.
Toledo—franchise granted to Buckeye Cablevision for 70,000 additional homes.
Wadsworth—award to Warner Amex Cable Communication 2/82; 6,000 homes.
Whitehouse—pending.

Oregon
Dayton—award to Liberty Cable 3/82; 450 homes.
East Multnomah County—award to Viacom 4/15/82.
Gresham—award to Viacom Cablevision 2/82.
McMinnville—pending.
St. Helen's—award to Harmon Telecommunications 2/82; 3,000 homes.

Pennsylvania
Philadelphia—three franchises pending.

Rhode Island
Middletown, Portsmouth, Tiverton, Little Compton—pending.
Newport—pending.

South Carolina
Anderson County—applications pending.
Paris Island—award to Acton Corp. 3/82.

Tennessee
Bartlett—award to Herigate Communications 1/82.
Cheatham—award to Cablevision Enterprises 1/82.

Texas
Plano—Storer award overturned by public referendum 4/3/82.

Virginia
Dinwiddie County—applications due 4/30/82.
Fairfax County—pending.
Gooch County—pending.
Staunton—pending.
York County—pending.

Washington
Granger, Toppenish, Wapata, Zillah—applications due 6/30/82.
Seattle—pending.

Wisconsin
Brookfield—award to RVS Cable Corp. of Wauwatosa 3/82.
Kenosha—pending.
Milwaukee—award expected 6/82.
Mukwonago—award to RVS Cablevision 1/82.